

**2021 MICHIGAN SKILLSUSA CHAMPIONSHIPS
TASK & MATERIALS LIST**

SKILL OR LEADERSHIP AREA: Promotional Bulletin Board

CONTEST LOCATION:

Virtual

RESUME:

Each student must submit a one-page printed resume before the contest start at the contest site (present to contest coordinator, not judges). This is the only time that resumes can be turned in. Failure to do so will result in a 10-point penalty.

STUDENT MUST SUPPLY:

- 1 page resume
- Same supplies as listed in the SkillsUSA Championships Technical Standards

CONTEST INFO:

- Upon entering the contest room, the contestant will have 3 minutes to setup and 3 minutes to tear down their demonstration. The 5-7 minute demonstration will begin after setup is complete.
- *Please refer to the National Technical Standards for detailed information related to this contest.*
- How to access SkillsUSA National Technical Standards:
https://www.youtube.com/watch?v=aR9Jet0PRP8&feature=emb_logo
- National Contest Updates are located:
<https://www.skillsusa.org/competitions/skillsusa-championships/contest-updates/>

CLOTHING REQUIREMENT (if different from National contest):

- SkillsUSA official dress
- No heels over 2"
- No hats (unless part of industry standard)
- No logos, no names, all identifying information must be covered.
- 2021 only – no deductions will be made if full official dress is not available

OBSERVERS ALLOWED IN ROOM DURING COMPETITION?

- No, not during judging. Observers can view the bulletin boards before and after judging.

PURPOSE

To encourage local SkillsUSA chapters to promote the organization, career and technical education, and related occupational information through a promotional bulletin board. First, download and review the General Regulations at: <http://updates.skillsusa.org>.

ELIGIBILITY (TEAM OF 3)

SCOPE OF THE CONTEST

Knowledge Performance

There is no written knowledge test required for this contest.

Skill Performance

The contest requires the development of a promotional bulletin board using the SkillsUSA national theme, and it may also include promotion of local SkillsUSA chapter activities or technical, skilled, and service occupations, including health occupations. Skill also will be evaluated through an interview.

Contest Guidelines

1. The SkillsUSA national headquarters staff establishes the theme for the Promotional Bulletin Board contest and announces it to the state associations by Sept. 1 for the following school year. To verify the correct national theme, go to:

www.skillsusa.org/competitions/skillsusachampionships/theme/.

- a. The bulletin board must carry out the established theme.
 - b. The bulletin board must be related to SkillsUSA.
 - c. The bulletin board may include promotion of local SkillsUSA chapter activities.
 - d. All career and technical education students who are SkillsUSA members are eligible to compete in the Promotional Bulletin Board contest.
2. Bulletin Board Design and Workmanship
- a. Display materials used must be student prepared, including design and cutting of interchangeable pieces. A 50-point penalty will be assessed for failure to comply.
 - b. Use of the official SkillsUSA logo is prohibited. The verbiage “SkillsUSA: Champions at Work, [Current Theme]” is required and should be text only. A 50-point penalty will be assessed for failure to comply.
 - c. Follow U.S. copyright rules and regulations for all imagery.
3. Intent of the Promotional Bulletin Board
- a. The bulletin board is a tool to convey ideas, ideals or activities related to SkillsUSA.
 - b. Interchangeable parts are required. The bulletin board should be designed to easily accommodate changes by using interchangeable parts to reflect activities and messages or draw attention to a function.
 - c. *Note: An interchangeable part is one that is removed from the board and replaced with another element.*
 - d. The bulletin board is not intended to be a wall hanging or poster board.
4. Bulletin Board Size — The total size of the bulletin board may be smaller than, but may not exceed, the following dimensions:
- a. 4' wide X 4' high X 2" thick (including the thickness of the board)
Note: If an element is attached to the board and opens or unfolds, the depth of the element will be included in the thickness measurement (2" max) and will incur penalty points appropriately.
 - b. A penalty of five points per 1/8" over size will be assessed.
5. Mounting Board and Support
- a. A Mounting board is required.

- b. The quality of the board on which the display is mounted will not be judged.
- c. All areas of the mounting board must be covered with a paper product front and back.
- d. A 10-point penalty will be assessed if any area of the mounting board is exposed.
- e. Entries must be self-supporting. A 10- point penalty will be assessed for failure to comply.
- f. The supporting device will not be included in the measurement and cost figures.
- g. The supporting device must be designed and constructed to be durable and allow for safe exhibit of the board and display materials. A 10-point penalty will be assessed for failure to comply.
- h. The bulletin board and mounting board must be fastened securely to the supporting device. A 10-point penalty will be assessed for failure to comply.

6. Bulletin Board Frame

- a. A frame is not required but may be used if desired.
Note: Additional information placed on the frame, such as engraving the theme, makes the frame part of the board and will be measured as such.
- b. A frame cannot exceed 21 /2" in width. A 10-point penalty will be assessed for failure to comply.
- c. A frame can be made from any material.

7. Bulletin Board Materials

- a. Any material(s) used to attach parts to the board must not be visible on the face of the board. A 10-point penalty will be assessed for failure to comply.
- b. Approved materials on the bulletin board used as background and to convey the message will be limited to the following paper products:
 - 1. Construction paper
 - 2. Poster board
 - 3. Foam core/Gatorboard
 - 4. Cardboard
 - 5. Mat board
 - 6. High gloss photo paper printed on a large format printer/plotter.
Note: Highly adhesive vinyl, car wrap material, or any non-paper products that have been printed or cut on a large-format printer/plotter are not approved products for the board.
- c. No other materials will be permitted. A 50-point penalty will be assessed for failure to comply.
- d. *Note: Glitter or foil, whether incorporated in paper or paint, is not to be used on any part of the board. Remember, this is a bulletin board, not a poster. Further vinyl, car-wrap material or any non-paper products that have been printed or cut on a large format printer/plotter are not approved products for the board.*
- e. No audiovisual equipment, electrical, mechanical, automatic, or manual moving parts are to be used. A 10-point penalty will be assessed for failure to comply.
- f. If an interactive component (e.g., QR code, software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
- g. Student-taken photographs are allowed.

- h. The chapter name, school, city, or state may be used without penalty.
8. Cost of Materials
- a. A maximum of \$300 (purchased, donated, or borrowed) may be spent on the entire display and backing board (frame and support costs excluded). A 10-point penalty for each \$5 over \$300 will be assessed.
 - b. A quote of the “fair market price” of the printing and/or other materials used on the board must be included in the notebook. All donated or borrowed materials must be included in the \$300. Note: Fair market value is the cost of having work done or obtained commercially — not the cost of work done or obtained through a school.
9. Bulletin Board Evaluation (400 points/40 percent of overall score)
- a. Gains attention
 - 1. Focuses attention on important items (30 points)
 - 2. Color and contrast command attention (5 points)
 - 3. Balance creates interest (5 points)
 - 4. Shapes, lines, spaces, and colors create an interesting and readable bulletin board. All text should be legible for the viewing audience. (5 points)
 - b. Development of theme
 - 1. Theme of bulletin board is the official theme established by the SkillsUSA national headquarters (25 points) Note: The theme includes the SkillsUSA slogan, i.e., SkillsUSA: Champions at Work, [Current Theme]" as announced by annual verbiage from SkillsUSA national headquarters
 - 2. Meaning and message of the bulletin board are apparent immediately. All imagery and text support the theme and concept (60 points).
 - 3. Graphic elements, lettering and illustrations allow quick and clear comprehension of the bulletin board theme (25 points).
 - 4. Lettering is related in scale and character to the spirit of the theme (25 points). 5. A 5-point penalty will be assessed for error in grammar, spelling and punctuation.
 - c. Quality of work
 - 1. Artwork is of consistent style and proportion (15 points).
 - 2. Computer-generated type, art or photos are sharp/smooth (non-pixelated), and photos are properly exposed, well-cropped and suitably sized (30 points).
 - 3. Interchangeable parts are creative, purposeful, and innovative, offering a clear message and changing ideas (60 points).
 - 4. Interchangeable parts are stiff and self-supporting with no paper curl, clean edges, and smooth tiling (25 points).
 - d. Imagination, creativity, and originality
 - 1. Bulletin board shows originality (20 points).
 - 2. Bulletin board is creative, in good taste and attractive (20 points).
 - 3. Differences in color, line and shapes depict good design and imagination (20 points).
 - 4. Illustrations, lettering, and background harmonize and show innovation (20 points).
10. Interview Component (40 percent of overall score)
- a. All three members shall be prepared to participate in the interview component.

- b. The interview component will consist of two parts: a presentation and a question-and-answer session.

11. Presentation

- a. Notecards may not be used. A 50-point penalty will be assessed if contestant uses notecards.
- b. Students will demonstrate interchangeable parts and use the notebook along with the bulletin board to enhance the presentation (40 points). Note: If an interactive component (e.g., QR code, software link, etc.) is showcased or demonstrated during the presentation, it is acceptable to use an electronic device appropriately.
- c. Students will describe the bulletin board and how it conforms to the theme (35 points). d. Students will explain the process the chapter followed to determine the scope and design of the bulletin board (30 points).
- d. Students will state the purpose and educational value of the bulletin board (30 points). Note: What did the students learn while working on the board? What can viewers learn from the bulletin board?
- e. Students will discuss the chapter members' participation in the construction of the bulletin board (30 points).
- f. Student will explain where and how the bulletin board will be used after the competition (30 points).
- g. Students will discuss the benefits of the bulletin board to the chapter members (30 points).
- h. Speaking skills to include variances of pitch, tempo, volume, and enthusiasm will be judged (30 points).
- i. Stage presence, including poise, eye contact, gestures, confident appearance, and attitude will be judged (30 points).
- j. Mechanics as in diction, grammar, pronunciation, and enunciation will be judged (25 points)
- k. Fully developed conclusion to presentation (30 points)
- l. Time frame for presentation is five to seven minutes.
- m. Time penalty: 5 points for each fraction of 30 seconds under five minutes or over seven minutes will be assessed.

12. Question/Answer Session (quality of student's response to questions from judges)

- a. Student will deliver answers that are appropriate, organized and reflect logic and clarity (30 points).
- b. Student's answers reflect knowledge and involvement in the promotional bulletin board project (30 points).

13. Notebook Requirements (15 percent of overall score)

- a. The notebook must be placed with the bulletin board prior to judging. Failure to do so will result in the notebook not being judged and no points awarded.
- b. Notebook must be a 1-inch SkillsUSA three-ring binder (10 points).
- c. Notebook must contain pictures and supporting evidence (20 points). Note: Photos may be blended with other areas of the book but must have a caption describing the photo.
- d. Notebook must include a brief description of the purpose (20 points).
- e. Notebook must state educational value (20 points). Note: What did the students learn

- while working on the board? What can viewers learn from the bulletin board?
- f. Notebook must describe the development and construction of the bulletin board (20 points).
 - g. Notebook must be limited to 10 pages (20 surfaces) or less (10 points).
 - h. Verification letter
 1. A letter certifying that the bulletin board was designed and constructed by students will be the first page of the notebook. The letter should be printed on school letterhead (10 points).
 2. The letter must identify the school, city, and state (5 points).
 3. The letter must identify the local advisor (5 points)
 4. The letter must identify the three students that make up the team (5 points).
 5. The letter must state the division (high school or college/ postsecondary — 5 points).
 6. The letter must be signed by a local administrator, with full name and title included (10 points).
 7. Failure to supply the required information will penalize the entry as outlined.
 - i. Notebook Outline: Follow this page order to organize the notebook
 1. Verification letter
 2. Purpose
 3. Educational value
 4. Development/Construction
 5. Fair market value/Itemized list of expenses Note: Expenses should reflect the fair market value of commercial work, such as large-format printing. For example: A background is printed in the classroom on a large format printer. The cost for the school to print is \$5 per square foot. However, the commercial cost is \$12 per square foot. The list should reflect the FMV of \$12 per square foot.
 6. Supporting evidence
14. Résumé (50 points possible/5 percent of overall score)
- a. Overall appearance and professionalism
 - b. Accuracy in spelling, punctuation, and capitalization (10 points)
 - c. Complete contact information: name, address, phone, email (5 points)
 - d. Career objective (5 points)
 - e. Education (5 points)
 - f. Technical skills (10 points) Note: Technical skills should include such things as trade-related skills, certifications, software training, etc.
 - g. Employment (5 points)
 - h. Honors/awards/memberships (5 points)
 - i. References: available upon request (5 points) Note: Student should not supply the names and contact information for references. The words, “References: Available upon request” should be listed on the résumé.
 - j. A 5-point penalty will be assessed if résumé exceeds one page. Total points possible: 1,000

Promotional Bulletin Board Rubric

ITEMS EVALUATED	POSSIBLE POINTS
RESUME: Spelling (5) Complete Information (5) Career Objective (5) Education (10) Technical Skills (10) Employment (5) Honors/Awards/Memberships (5) References (5)	50

<p>BULLETIN BOARD EVALUATION:</p> <p><u>Attention:</u> Focuses attention on important items (20) Pulls eye to specific areas (20) Color commands attention (20) Balance creates interest (20) Shapes/lines/spaces & colors create an interesting & readable board(20)</p> <p><u>Development of Theme:</u> Official theme used (60) Apparent meaning & message (20) Graphic elements, lettering & illustrations allow quick & clear comprehension of theme (20) Lettering related & in scale to spirit of theme (20)</p> <p><u>Quality of Work</u> Acceptable/professional materials used (15) Artwork is consistent & proportional (15) Computer generated type art or photos are sharp/smooth and photos are properly exposed, well cropped and suitably sized (30) Edges of cutouts are clean & smooth (15) Detachable or 3-D pieces are stiff & self-supporting with no paper curl (15) Tiled or layered pieces properly aligned (10)</p> <p><u>Imagination/Creativity/Originality</u> Originality (20) Creative, good taste, attractive (20) Colors, lines and shapes depict good design & imagination (20) Illustrations, lettering & background harmonize and show innovation (20)</p>	<p>400</p>
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<p>INTERVIEW COMPONENTS</p> <p>Presentation: Describe board & how it conforms to theme (35) Explanation of scope & design per chapter (30) Purpose & education value of board (30) Members' participation (30) Where & how board will be used after competition (30) Benefits of board to chapter members (30) Notebook used with board to enhance presentation (40) Speaking Skills: pitch/tempo/volume/enthusiasm (30) Stage Presence: poise, eye contact, gestures, confident appearance & attitude (30) Diction/grammar/pronunciation/enunciation (25) Conclusion to presentation (30)</p> <p>Question/Answer Question Appropriate, organized, logical & clear answers (30) Answers reflect knowledge & project involvement (30)</p>	<p>400</p>
<p>NOTEBOOK REQUIREMENTS</p> <p>Binder 1-inch SkillsUSA 3-ring binder (10) Pictures & supporting evidence (20) Brief description of purpose (20) States educational value (20) Describes development & construction (20) Contains 10 pages/20 surfaces or less (10)</p> <p>Verification Letter: 1st page stating student designed & constructed (10) Itemized list of all expenses (10) Identify the school, city and state (5) Identify the local advisor (5) Identify student being interviewed (5) State division: high school/college/post-secondary (5) Signed by an administrator (10)</p>	<p>150</p>
<p>SUBTOTAL</p>	<p>1,000</p>
<p>RESUME PENALTY</p>	<p>0 or -10</p>
<p>CLOTHING PENALTY</p>	<p>0 to -50</p>
<p>TEAM PENALTY (if competing with less than the required number of team members)</p>	<p>-100</p>

TOTAL SCORE	
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